

LISTING OF CLAIMS

1. (Currently Amended) A method of enabling at least one user to manage a plurality of animals from birth to death, said method comprising:
receiving, using one or more computers, a description of one or more genetic requirements of a livestock marketing program;
one or more computers electronically detecting one or more animals of said plurality of animals, wherein said plurality of animals is managed according to a genetic improvement strategy developed by said one or more computers based on at least one genetic rule in a genetic rule database;
said one or more computers electronically identifying, using said one or more computers, one or more detected animals of said plurality of animals;
said one or more computers collecting, using said one or more computers, genetic information on said plurality of identified one or more animals in a database, wherein at least a portion of said collecting occurs automatically based, at least in part, on said electronic detection;
comparing, using said one or more computers, at least part of said collected genetic information on said identified one or more animals with said description of one or more genetic requirements;
determining, using said one or more computers and based at least in part on said comparison, a level of compliance of at least one of said identified one or more animals with at least one of said one or more genetic requirements of said livestock marketing program; and
storing, using said one or more computers, a result of said determination in a compliance database associated with said livestock marketing program, and

said one or more computers, based on at least a portion of said collected information, providing to said user an indication that a compliance enforcement system has determined that said electronically identified one or more detected animals satisfy a genetic requirement of a livestock marketing program.

2. (Currently Amended) The method of claim 1 further comprising:

said one or more computers providing a second user with access to said collected information in providing to a user access to at least a portion of said compliance database when said second user purchases one or more of said plurality of one or more animals.

3. (Currently Amended) A system of enabling at least one user to manage a plurality of animals from birth to death, said system comprising:

 one or more computers; and

 a plurality of electronic devices coupled to at least one of said one or more computers, wherein said electronic devices are capable of detecting and identifying at least some of said plurality of animals;

 wherein said one or more computers are configured to:

one or more computer-readable media having encoded thereon instructions which, when executed by the one or more computers, cause the one or more computers to perform a method comprising,

receiving a description of one or more genetic requirements of a livestock marketing program;

electronically detect one or more animals of said plurality of animals, wherein said plurality of animals is managed according to a genetic improvement strategy developed by said one or more computers based on at least one genetic rule in a genetic rule database;

electronically identify identifying one or more animals of said plurality of detected animals;

collecting genetic information on said identified one or more plurality of animals, wherein at least a portion of said collection occurs automatically based, at least in part, on said electronic detection; and

comparing at least part of said collected genetic information on said identified one or more animals with said description of one or more genetics requirements;

determining, based at least in part on said comparison, a level of compliance of at least one of said identified one or more animals with at least one of said one or more genetic requirements of said livestock marketing program; and

storing a result of said determination in a compliance database associated with said livestock marketing program.

based on at least a portion of said collected information, provide to said user an indication that a compliance enforcement system has determined that said electronically identified one or more detected animals satisfy a genetic requirement of a livestock marketing program.

4. (Currently Amended) The system of claim 3, the method further comprising wherein said one or more computers are further configured to:

provide providing a second user with said result of said determination in response to a buy request for at least one of said identified animals access to said collected information when said second user purchases one or more of said plurality of animals.

5.-238. (Canceled)

239. (Previously Presented) The method of claim 1, further comprising identifying, using one or more computers, one or more groups of animals based at least in part on said result, said one or more computers sorting said plurality of animals based on one or more animal characteristics.

240. (Currently Amended) The method of claim 1, wherein said collected information comprises one or more genetic information requirements comprise disallowed genetics.

241. (Previously Presented) The system of claim 3, further comprising an environmental management system.

242. (Currently Amended) The system of claim 3, wherein the said one or more computers are further configured to provide method further comprising providing a user with access to a risk management tool.

243. (Currently Amended) One or more computer-readable media comprising instructions configured to cause one or more computers to execute a method, the method comprising:

receiving a description of one or more genetic requirements of a livestock marketing program;

~~said one or more computers electronically detecting one or more animals of a plurality of animals, wherein said plurality of animals is managed according to a genetic improvement strategy developed by said one or more computers based on at least one genetic rule in a genetic rule database;~~

~~said one or more computers electronically identifying, using said one or more computers, one or more detected animals of said plurality of animals;~~

~~said one or more computers collecting, using said one or more computers, genetic information on said plurality of identified one or more animals in a database, wherein at least a portion of said collecting occurs automatically based, at least in part, on said electronic detection;~~

~~comparing, using said one or more computers, at least part of said collected genetic information on said identified one or more animals with said description of one or more genetic requirements;~~

~~determining, using said one or more computers and based at least in part on said comparison, a level of compliance of at least one of said identified one or more animals with at least one of said one or more genetic requirements of said livestock marketing program; and~~

~~storing, using said one or more computers, a result of said determination in a compliance database associated with said livestock marketing program, and~~

said one or more computers, based on at least a portion of said collected information; providing to said user an indication that a compliance enforcement system has determined that said electronically identified one or more detected animals satisfy a genetic requirement of a livestock marketing program.

244. (New) A method, comprising:

receiving, using a computer, a sale indicator associated with one or more animals;

receiving, using said computer, a buyer requirement indicator;

based at least in part on the buyer requirement indicator and using said computer, retrieving marketing program compliance information, the marketing program compliance information comprising one or more genetic requirements;

based at least in part on the sale indicator and using said computer, retrieving genetic information for the one or more animals;

comparing, using the computer, said retrieved genetic information for said one or more animals and said retrieved marketing compliance program information; and

storing, using the computer, a result of said comparison.

245. (New) The method of claim 244, further comprising providing said result of said comparison to a buyer associated with said buyer requirement indicator.